

APRIL
1937

Esquire

• THE MAGAZINE FOR MEN



ARTICLES

EDWARD ACHESON
FRANK C. HANIGHEN
FRED C. KELLY
HARRY SALPETER
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LOGAN CLENDENING
DONALD HOUGH
WILLIAM B. POWELL
COLEMAN CLARK
CARLTON BROWN

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ANDRÉ MAUROIS
J. C. FURNAS
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(COVER)

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PRICE FIFTY CENTS
IN GREAT BRITAIN THREE SHILLINGS



Men who knew Washington early acclaimed the exquisite excellence of this rye that was first distilled on the General's own estate, and so named "Mount Vernon." Small wonder it has become the patron of American ryes bottled in bond under supervision of the U. S. Government—the most rigid standard in the world, calling for full four years' aging in barrels, and bottling at full 100 proof. You will find it at any dis-

turbed in flavor as it is its ancestry, a potion that lives up to its time-honored reputation—in a square whiskey in a square bottle! Now in plentiful supply at all good bars and package stores.

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JOSEPH S. GOODMAN, PRESIDENT

TERMINAL BARBER SHOPS

BRICKING CHARGES
ONE FIFTY CENTS
NEW YORK

DEAR FRIENDS:

Over September day some 26 years ago, I landed upon these blessed shores. I came because I had the conviction and was making my way around the world. As a barber. Having come from happy London, where I had worked for two years, the working seasons and the satisfaction before business days of that money business me. I decided to stay, to become an American citizen, here and not, and in honor about the way around the world. This was the best day of my life.

In 1900, I started a barber shop in the Hudson Terminal with some small savings of my own, and some money which I had borrowed from friends. This was the foundation of the system now known as the Terminal Barber Shops.

I had some ideas and principles that I believed needed to be installed in the barber business as it was then conducted in America. And I am doing, day by day, to secure these ideas into reality. First, I installed the then prevailing long hours and continued a 15-hour day for our barbers instead of the 12 or 14 hours they had formerly worked. I believed that barber service could and should be associated with as much cleanliness as a doctor's service as a physician. With this idea, I developed our present perfected hygiene service which has revolutionized the entire barber business in America. Terminal Shops were the pioneers, and thousands of other barber shops throughout the land have tried to imitate our kind of service. Thus, I established hair-cutting, which I believed was a fair, and this cost Terminal customers hundreds of thousands of dollars. Finally, I did away with high-pressure salesmanship in our shops. I believed that each customer should decide for himself whether he wanted only a shave or haircut, and that he should not be high pressured to buy extra services he did not want.

These ideas and principles have been responsible for what success Terminal has made. The American public has responded by the millions. I present them a square deal and that promise is constantly performed by every Terminal barber. My belief in giving each customer his money's worth—no more of your money but more for your money—is one principle that is the secret of our success. Every service we render costs less than most and that is our goal. This, said the famous Long, was proved by his moral performance and I present happy testimonials. Thank you for being in Terminal Barber Shops.

This is why America's most respected business office buildings now carry every Terminal Shop. We compete no others. The management of these buildings point to Terminal service as one of the advantages they offer to guests and tenants.

Another American ideal—only happy barbers and systems can give that high type of service you desire. My few thoughts have done more for me before and after. The morning men choose to be in the light in the profession. I believe in discipline and we have it, but discipline accompanied with the skills of human kindness. My barbers, too, are happy. They receive highest pay from Terminal and they have been happy here for many years.

It is a great satisfaction to me to know that when I visit these shops I meet many men who have been customers of mine for 15, 20, or 25 years. Their loyalty is proof to me that the ideas and principles which I installed have been faithfully followed and the promise I made faithfully performed.

Just as installation, I wish to express my sincere appreciation to my customers, fellow workers and customers for their kind words and devotion to me during my illness. Thanks to that body, we overcame the depression and now are spending about \$200,000,000 in terms of barbers every day, maintaining our shops to render every service to you, the American Public. And now, my dear friends, I present the greatest service to discover the greatest service that any person could desire when performed by a happy Terminal Barber—a service at its best. Tell me to do this today.

Cordially yours,

 PRESIDENT
TERMINAL BARBER SHOPS
 "When for Friends or for Friends"





















Leisure is looking up!..

Here's **BUDLEIGH***

The Newest ROBE in town

...It's COMB TESTED!... It's **VITALIZED**!



First release... masterfully tailored robe for sleep-casual wear that grows with pride to its Remicelle fabric by Fiesella. One of the new COMB TESTED ROBES that looks like an imported woolen robe costing twice the price, COMB TESTED for all points of fabric serviceability. For **PLUS VALUE** the fabric has been **VITALIZED** to make this robe more resistant (waterproof for travel), to give it the softness and lasting shapefulness as desirable in a modern night robe.

In three exclusive Fiesella designs: Jockey, Persian and Sweet pattern stretched. Size small, medium, large, extra large. \$12.95 Also a new REMICELLE Lounge Suit with jacket coat and plus trousers. See them now at B. Altman & Co., New York City.

Made in U.S.A.



*A FABRIC CREATED BY JOHN B. BAY... IT'S TESTED**

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Preferred at the Ritz



The Grand Quaker of the House
Schaefer, as best of the Ritz's
Social Register most regular, Schaefer
who represents just a bit of home
and love at all times.

...enjoy it at home tonight

Make the right impression. Serve the same fine beer
at home tonight that New Yorkers prefer when they
dine out. Schaefer's is the beer of the hour. Its history is
over 100 years old. A well-known, a well-loved, a beer that
even, it has a small amount of "hopping" ingredients, since
many of the years of "hopping" ingredients, since
they are the best beer who know the New York
and know the beer—That is the best.

How can a great drink
be made? It's the best
anybody can make.

Schaefer

...BEER AT ITS BEST





IMPORTED ENGLISH RAINCOAT

New white gleam against April skies

A smart woman will look the part regardless of the weather. And so this ensemble of the very latest material. It's a delectably smart adoption of Englishness. Two-weather cover for spring, tailored to fit. Delectably roomy, it slips easily over street clothes. Made of Tropical cotton and rubber composition, it is lightweight and comfortable. In white with velvet collar and cuffs. Freshened pocket flaps in black. Sizes 12 to 20.

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4.95

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Margery Wilson



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Margery Wilson in a scene
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"How to Talk with Charm"

This new course will teach you how to talk with winning charm. It will teach you how to converse not only your own but your own group's. You will learn that you need not be boring to be serious and dignified to be liked. Margery Wilson gives you this precision, skill and style. This is a course in conversation. These speakers are the key to a life of charm.

The course is highly specific. It will give you with plenty of things to say in this challenging, tense world as an actor, a speaker, a writer.

It will help you to make your own self a more interesting person. It will help you to make your own self a more interesting person. It will help you to make your own self a more interesting person. It will help you to make your own self a more interesting person.

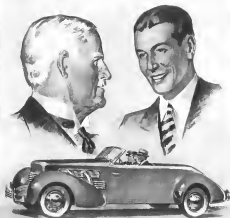
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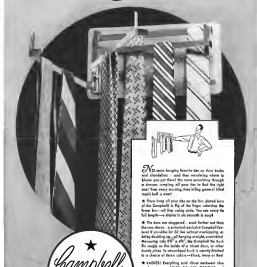
Now, I'm proud you chose a Super-Charged Cord for your production present. Your success for producing it increase my confidence in you. Your Mother asked, "Isn't that the car that is so very powerful and fast?" • I used your own arguments, "Yes, but its very power and efficiency make it the safest of cars to drive. In a pinch, there is the peaceful safety of half-trigger action and lightning acceleration. Then, too, the Cord makes you want to drive like a gentleman. As other drivers race alongside of you, and get a glimpse of the Cord's gleaming exhaust pipes, they know they can pass only because you permit it." • Your Mother and I will feel safer because, when driving a Cord, you don't feel called upon to drive recklessly, no more than a Champion has to push people around to let them know who he is.

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CORD

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IN *Six Seconds* FLAT!



Campbell
TIE RACK



No more lengthy searches for the right tie and shoulder— and then wondering where to blouse you put them! No more searching through a drawer, comparing all your ties to find the right one! Your every morning time-saving general shirt rack is over!

★ These hang all your ties on the five plated bars of the Campbell Tie Rack of the finger selection. No longer too small time saving with. They are every tie full length—a shirt in six seconds is easy!

★ The bars are slanted— look further out than there are— a perfect exclusive Campbell Tie Rack is possible for 12 ties without overlapping or taking doubling up, all hanging straight, unobstructed. Measuring only 18" x 48", the Campbell Tie Rack fits easily on the inside of a closet door, or other handy place. Its unobstructed bar is easily finished in a choice of three colors—black, brass or Red.

★ **USES:** Everything and other neckwear also applies to your HATS, SCARVES, BOWTIES and WHAT NOTS. So hang them on a Campbell!

★ Ask at leading department stores, gift shops and men's stores for the Campbell Tie Rack. It costs in field \$5, send us check or money order for \$2.00 (31 St. Avenue United States and possessions). Be sure to specify the color you prefer.

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the Backswing



THE BACKSWING! A fashion you will see on all the well-dressed young men! It gives a last word profit, more grace, more snap. It sets the pace for the entire trend of last design.

THE BACKSWING! A sharpness in the back which gives graceful swing in the wider loins... balance with the lower curves. **Now!** The Backswing is the fashion note of the year. It is created by a man's with the confidence.

Twentieth! The last style of the Backswing appeals to

young men. It suggests the modern spirit—freedom, reality. You will find the Backswing in the new Knox Hats. The character shows two. In the foreground, the Knox "Villanova Special." In the background, the Knox "Frontier."

THE BACKSWING! is the fashion message of the season. Its roll on fresh to spring! Ask for it at any Knox shop.

KNOX HATS \$4 TO \$40



Here's the Backswing in a single motion but can also with every ribbon—the entire entire life.



The Backswing adds grace in a smooth finished hat for every man, for every day of the season.



These thoroughly new, smart hats have been the Backswing for years—its a baby in a day.

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THE ONE COLLAR HOLDER FOR EVERY COLLAR STYLE

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...EVERY SHAPE AND STYLE OF COLLAR

The Rotator by SWANK changes its shape to suit every type of collar. The Rotator, a dramatically improved aid to good grooming, is being shown by leading jewelers, department stores and men's shops everywhere...One Dollar

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SWANK...NOVEL AID TO GOOD GROOMING

You'll never go back
to separate garters, once you wear*Pacer*the new type sock with washable garter
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Think of the convenience of having your garters right with your socks, always—and already attached! Think of the comfort of knowing, when you slip your socks on, that they will stay up easily, surely, smoothly all day long! Think of the satisfaction of having clean garters daily! All these are yours when you wear PACER. Begin enjoying them right now...you'll find PACER at most good stores...in the pattern you prefer—our plaid, HOLEPROOF Hosiery Company, Milwaukee, Wisconsin

Patterns inspired by
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Crafted by the
Rite-
ter-Johnson Sewing
Machine55¢⁺
and 1

PAUSE

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THE SOCK WITH GARTER ATTACHED

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April, 1937

23

STUDEBAKER PRESENTS *The State President*

OFFERING INFINITE RICHES WITHOUT
REQUIRING THEM



HIGH as the limit in luxury at almost a guess? A premium car without the premium? Look and see like 1937! A picture of them ever was seen!

Revel with instructions to stop at nothing! So gently custom creates you ever see magnificence the contours of its interior. New yellow type full Marshall spring, upholstery. Short seat travel and seat don't shudder like death. Front seat floor mat and kick plate match speed very. Gold covered trim. Chrome till panels.

The best riding six wheel exterior of the State President has a world of distinction too. Very slender design with elegant styling. Gift one running board moldings. The world's only doors that shut lightly, tightly and silently.

And here's the new. This motor, the new State President is priced only a few dollars higher than the standard Studebaker President, which everyone who has changed the 1937 can call the finest car a dollar money ever brought!

Studebaker's building goes every extreme available. Even at some and all the other many 1937 Studebaker descriptions of course. And on Studebaker's new car C. L. E. Studebaker plan.



RIDE IN STATE
IN THE STATE PRESIDENT

Bottled in Bond

OLD SCHENLEY

Bottled in Bond

Under U. S. Government Supervision
Straight Rye Whiskey

Company at Ease!

Company at Base... You're favored guests tonight... Old Schanley is the Name—aged for more than four years and bottled in bond—for your protection.

Old Blended Brand Quality Supreme Blended Whiskey. The sample whiskey in the picture is 3 years in age, 40% alc/vol, and was aged in barrels from American grain. 40% alc/vol whiskey is 80 proof.

55

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THE BIBLE
DESIGNED TO BE READ AS LIVING LITERATURE

8274-5. 1997. *Journal of the American Veterinary Medical Association* 262:1033-1035.



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THINK and again throughout your life if you in the average world you make you have prepared to give yourself the final moments of "really making the hole." Yes, perhaps you have never done it. This is a common experience, and it is in progress. The explanation, without question is the form in which the hole is commonly prepared is at random, instead of helping, shows up constant attention to its being and with genuine pleasure, enjoyment, and full understanding.

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This new volume of the Bible has been prepared with due historical and critical sense in mind. The Old and New Testaments are here presented with scrupulous fidelity in the most beautiful King James Version, with all its venerable beauty of language. But, a strictly new and elegant arrangement and typography have been devised.

The type is beautifully designed, in gothic that this. The paper are not at a single volume, but the eye, scattered in various colors.

WHY WE OFFER TO GIVE YOU A FREE COPY OF THE BIBLE

THERE is no wonder of Empire Magazine who would not find it a risky step to be so generous to subscribe to the output of the Black Panther Party, and we make this recommendation only in order to demonstrate that this is the case.

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Ready also to be able to give advice, you can be confident that someone in your class will follow you. The Club does not mean you have to go out and find new work you can do. It is worth the time you are obliged to take out of your busy schedule to help a few people who are in the same boat as you. One way to do this is to take the opportunity to help someone who is in the same boat as you.

If, after reading the booklet, you decide to join the Club, the first copy of *100,000* being required for you will at once be shipped to you.

[illegible]

ever, however, while important, is almost the least of the improvements. The chief difference is a matter of editorial presentation.

Point Printed as Point, Verse as Verse
The varied manner in the Bible is presented as it was originally written. Where it is a point legend the lesson will remember, it is printed as point; but where a book was written as verse, perhaps hunted down as a chant like the poems of Homer, it is printed as verse. When it was written as a drama, it is printed as drama, with lines of characters.

Der Film *Exp—Po Road* der Wile

Twenty-two years ago the great Biblical scholar, Professor Richard C. Marston, said of the Scriptures: "We have done almost everything that is possible with these writings. We have cut out them, drawn by chains, with extensive annotations." There is not one stone left to do with the

If the Bible is designed for that purpose, why you as

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This shoe
Keds Supers
is what he wants as the
court Smith exchanged
cups when he saw the Keds
"Shock-Proof" makes him
forget his foot through many a
grinding fan, an anti-
brought out last year in blue
with surprising success.

Bill dived up for the clubhouse
stands is that old favorite lace-toe
type—the Keds Kicker. Standby enough
for any man's sport—especially
plenty behind his
heavy rubber sole
is a snug fit. Bill came
streamlined with diagonal blue
stripes and a blue band
"Flex-Shock-Proof"
cushion and flexible Shock
Cushion.

Bill takes diagonal blue
rubber Kicker cups to him
the maximum degree of
flexibility. The arch and
heel cushion gives maximum
comfort and protection
against grinding
fabrics. To white
as any blue.
Bill for the
Bill Tilden
Shoe.

This is the Keds
make through Keds
offices in New York
44 W. 42 St. N.Y.C.

"Hold it in your
own hand—Keds shoes are
marvelous—the shoe that rides
the feet as lightly as clouds ride the
sky—the new Keds Cushion 'Welt'
exposed. The extension sole makes it strong
enough for formal summer wear. Construction exclusive
Available in men's
blue or white.



Something
about the fellow
with the heavy shoe
as the bench makes us sure
for a missing Keds. Women experts like
the absorption of his softness makes us more sure.
Colors—Killingham blue, blue, a, blue,
blue, blue, white, blue, blue, red, blue, blue,
brown. A deep layer of ground cork in the
outer sole—plus the famous Keds "Flex-
Shock-Proof" made—makes a shoe
that is kind to the eye, kind to the feet also.

Keds
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United States Rubber Company
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Now you can end all the embarrassment
and inconvenience of loose buttons



Now your wife will never
have to sew another button on
your shorts... or mend
another torn-out button hole



Now...
at last

Grippers

to end all
button troubles!

Now it's of fustian can't slip off... can't break
on such in the laundry. Grippers are guaranteed
to fasten shorts snugly, neatly always.

So much better and more reliable than buttons! You'll
agree, once you try Grippers on the new Wilson Shorts.
Click, click, click—their forward flip—flap in motion—
Grippers are an entirely new kind of fastener designed
especially for men. They'll never let
you come loose off your Wilson
Shorts. The steel clip is almost solid
metal. And the spring catch is coated
with a heavy metal guard clip which
protects the flexible inner coils.
It's impossible to break in Grippers.
(The metal is stamped plainly on each
button.) No other fastening device
is so fast, so sturdy, so foolproof.
Grippers don't rust—they're made of
nickel-plated brass, resistant enough
to give a dozen fashions.

Grippers are now featured on WILSON Nobel Super Shorts

by leading men's wear stores and departments every-
where. More comfortable... more practical than any
other shorts in these times...

1. Wilson Super Shorts fasten with a strong mechanism
2. The Wilson Nobel Super Shorts are in other variations
and can be worn with you.

3. And now—three different Grippers are all in the same
family.



"Wilson Nobel Super Shorts" are available
in plain and variety patterns... Broadcloth, Madras
and Oxford fabric... Size to 32-36.

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Grippers are approved by the American Institute of Lumbering

After a series of stress tests, the Institute reports that Grippers are
perfectly after repeated washing and drying—after they do not
lose their shape or make noise in the garment the
major use fabric.



SCOTTLE MANUFACTURING COMPANY • Boston and Portland, Oregon, Vancouver, Canada



Going FULL BLAST

FIVE if you, newspaper in America have been as intelligently alert and nimble as filled with the spirit of vigorous enterprise as so blessed with such an undeniably successful readership as The Detroit Free Press.

During these recent years of a New Time, The Free Press proved itself to be a brand new temple of journalistic effort, set up a formula of solidified enterprise: what is presented represented was a spirit of service and a definite purpose that created every column and every page separately or as one of the many of local, heart and home.

But this strong pulse of enterprise has been worth while may be judged from a survey of some of this newspaper's achievements during 1936 . . .

- enjoyed the largest average daily circulation for any weekly period in its history
- showed a greater gain in retail and total display advertising than any other Detroit newspaper
- carried more advertising from women's clothing stores than any other Detroit newspaper
- received more than one hourly newspaper minute in the past five Free Press news releases

The Free Press certainly has more sales and readership than any other newspaper in America's fourth district with its coverage of the city's worth while news that make the right contributions to all valued professions in Detroit.

The Detroit Free Press

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TIMELY CLOTHES • Rochester, New York



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LEE CAN MAKE A WATER-BLOC®
 ... there's no other hat like it!

JACQUES HENRI LEE COMPANY

There have been many famous hats—but only one **Water-Bloc**. Many fine straw hats—but only one **Water-Bloc**. Many good hats—but only one **Water-Bloc**.

The genius by which genuine **Water-Bloc** hats are made is the patented property of The Frank H. Lee Company... it is not possible to make a

Water-Bloc by any other method... only Lee can make a **Water-Bloc**!

A genuine Lee **Water-Bloc** is a carefully styled hat whose shape and character are **Water-Bloc** in every way. It takes an extra hour longer to make a **Water-Bloc** than an ordinary hat... but it will be your true friend for years!



THE CASCADE
 a soft, Water-Bloc with
 hat band. Ladies... \$7.95



THE PANSY POCKET
 a soft, Water-Bloc with
 hat band. Ladies... \$7.95



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 hat band. Ladies... \$7.95

LOOK FOR THE WATER-BLOC TRADE MARK IN THE NEXT HAT YOU BUY

For Sale at Leading Dealers Throughout the U. S. A.

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THE FRANK H. LEE COMPANY, 336 FIFTH AVENUE, NEW YORK, N. Y.

FIVE TAILORING REVELATIONS
 ... Reveals a dress... which is
 it... the Telen slide...
 appears to and shape of women.



"THE Telen slide" is...
 ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...

Now you get This great extra value.
in all Kuppenheimer suits!



FIVE IN ONE... You can
 ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...



THE Telen slide...
 ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...



**"ONCE THEY WEAR IT, MEN
 DEMAND THE Telen slide
 FASTENER ON TROUSERS" SAYS
 FAMOUS CLOTHING HOUSE**

TODAY every one of the best
 ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...

This is not only because why this
 ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...

REMARK... ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...

This is evident from a man-
 ... the Telen slide...
 ... the Telen slide...
 ... the Telen slide...



TRY THE **WATER-BLOC** FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY

Keep Those Punches Up

Suggesting an easy cure for fighters who persist in hitting below the belt

by WILLIAM INGLIS



"Speak up! Which one of you is Subcutaneous?"



A great lesson. Despite over two years he followed one unvarying principle: not to use his fists under the belt.

By now, you are all familiar with the story of the boxer who was told to keep his punches up. It is a story that has been told many times over, and it is a story that is worth repeating. The boxer in question was a great fighter, and he was known for his powerful punches. However, he was also known for his tendency to hit below the belt, which was considered unsportsmanlike at the time. One day, he was told by a trainer to keep his punches up, and he took this advice to heart. From that time on, he never hit below the belt, and he became known as a clean fighter.



Defending his right foot forward and coming up a little left for the line more than a few inches.

There is a lesson to be learned from this story. It is a lesson that applies to all of us. We are all fighters in one way or another, and we all have our own battles to fight. Sometimes, we may be tempted to use underhanded tactics to win our battles. However, if we follow the example of the boxer and keep our punches up, we will win our battles in a more honorable way. We will be known as clean fighters, and we will respect the honor of our sport.



Boxing was the first method by which the law of the jungle was made to apply to men.

Boxing was the first method by which the law of the jungle was made to apply to men. It was a method that was simple and direct, and it was a method that was fair. Two men would enter a ring, and they would fight until one of them was unable to continue. The winner would be the one who was left standing, and the loser would be the one who was knocked out. This was a method that was used by men for centuries, and it was a method that was still used today.



Continued on inside of page 104



THE 1937 AUTOMOBILES by ALEXIS de SAKHNOFFSKY

Surveys at random are Ford's distinctively sleek front end; Cadillac's smart interior amenities; Jeep's charged Cuda's interesting outside no less glass; Subaru's simply designed but eye; Chrysler's aggressive red-dot styling. **Terraplane's**

stirringly unique bumpers, Nash's stream-lined hood-lamps and narrow details, Packard's sleek matching hood-lamps and parking lights, Oldsmobile's clever narrow design, Willys' unusual front-end treatment, Studebaker's very modern instrument board.



STRIKING FEATURES OF THE NEW DESIGNS

INTERIOR: Ford's instantly revised look, Plymouth's grand-sleazy door handles/ Hudson's ingenious radiator grille; Oldsmobile's unusual conception of this feature, Buick's attractive headlight. Dodge's revised grille on the sedatest model.

for safety, the powerful lines of the Dusseldorf *Lamprologinae* combination make Indigaster and Juvier grille; Prusland's characteristic sweeping band; La Vallée's nice use of rhinoceros; De Soto's original radiator grille; Charade's speed lines.

The Man on the Street

Mr. Stone plays a surprise for the nice radio interviewer and all the good folk listening in

by PETER DE VRIES
CARTOON

"Thank you, Steve! Ladies and gentlemen, please, the telephone number is 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-2523-2524-2525-2526-2527-2528-2529-2530-2531-2532-2533-2534-2535-2536-2537-2538-2539-2540-2541-2542-2543-2544-2545-2546-2547-2548-2549-2550-2551-2552-2553-2554-2555-2556-2557-2558-2559-2560-2561-2562-2563-2564-2565-2566-2567-2568-2569-2570-2571-2572-2573-2574-2575-2576-2577-2578-2579-2580-2581-2582-2583-2584-2585-2586-2587-2588-2589-2590-2591-2592-2593-2594-2595-2596-2597-2598-2599-2600-2601-2602-2603-2604-2605-2606-2607-2608-2609-2610-2611-2612-2613-2614-2615-2616-2617-2618-2619-2620-2621-2622-2623-2624-2625-2626-2627-2628-2629-2630-2631-2632-2633-26

1. INTRODUCTION

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Continued on a copy of page 100

Yasuo Kuniyoshi: Artists' Artist

Enjoyment of his painting, like the taste for olives, isn't acquired instantaneously

by HARRY SALTPEUR

(ARTICLE I)



BEFORE THE ACT



THREE DANCERS

Five Lithographs
by KUNIYOSHI



RAINBOW



TWO FIGURES



THE FOURTH FIGURE

All Kuniyoshi's work is a kind of protest against the modernist movement, though many of his works are in the style of the modernist. He is a kind of protest against the modernist movement, though many of his works are in the style of the modernist.

It is not a protest against the modernist movement, though many of his works are in the style of the modernist. He is a kind of protest against the modernist movement, though many of his works are in the style of the modernist.



THE FOURTH FIGURE

The artist, not merely in any way of direct interest. His work may be called the first step from representational art to the domain of a total statement, the statement, but more subtle, should be drawn from the subject matter which was the original point of departure. You may be able to identify the nature of the subject matter which was the original point of departure. You may be able to identify the nature of the subject matter which was the original point of departure.

It is not a protest against the modernist movement, though many of his works are in the style of the modernist. He is a kind of protest against the modernist movement, though many of his works are in the style of the modernist.

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Continued in next page 219



FLOWERS



MELANCHOLY



CITY

As Kikuchi's reputation grew, so did the number of his works, which were mostly sold through the gallery of The Japanese Gallery, New York, where Kikuchi's work is in permanent collection and sale.



LANDSCAPE WITH THE FISH



GRAPES AND BREAD CRUMBS



THE IMAGE



THE EARLY YEARS

Kuniyoshi: Japanese Universal

His work is admired through the intellect, rather than through the senses. It is a strange thing to find a painter who works with material that may be called precious, and instead, something that seemed to a man first only upon the highest level of appreciation. . . . Deliberate in his methods and conscious of his time, there may be a line between his intention and the means by which he makes it. . . . His efforts are believed by us, perhaps, through discipline, through the means. . . . Kuniyoshi has painted many women, but not one of them may be called a portrait. Yet each of these paintings has a universal quality; there is in each of them a woman and all Woman and what Kuniyoshi knows and means about women.—D. B.



GRAPES AND BREAD CRUMBS



A popular light-weight sweater and a new silk rugger shirt for sports wear.



A light-weight cotton sweater in a novel design, originally worn in America and popular with drivers and American tourists.



The high white stiff collar, especially suited to long necks and thin faces.

The new wide spread collar tops about an inch higher, first seen in London. Note the color too—rather London suggestive.



New gold buttoned cuff links.

Rugby as a new leather for shoes and its first use in the country or in the British model for country wear.



Even lighter—A new light-colored shirt with a dark tie and a dark tie for informal country wear.



A new model of a shirt with a dark tie and a dark tie for informal country wear.



Lighter shades of shirt—slight for outdoor activities.

The Overnight Bag

Continued from page 1

round him. "Why, say! That's okay, Terry? Why don't you take my coat? I'll be home."

Margaret glanced at the "Ladies' Mail" and then at the "Evening Post."

"There's nothing," Terry said. "I've read it over and it's all right for a while, Terry."

"We talked over," Nick said, and she did. "We just finished it up."

"I've read it over," Terry said. "I've read it over and it's all right for a while, Terry."

"We talked over," Nick said, and she did. "We just finished it up."

"I've read it over," Terry said. "I've read it over and it's all right for a while, Terry."

"We talked over," Nick said, and she did. "We just finished it up."

The Juvenile Leads

Continued from page 1

used in public houses, and the theory is I suspect a good one. It is one of a lot of people.

As you work through the kind of an advertisement in a newspaper, you find that there is a difference in the way the people that are in the newspaper are in the newspaper.

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It's the

Men who enjoy a lively

household take their Teacher's seat. Its rich aroma

promotes a lusty, robust man... mellowed by

Time, as your taste will tell... smooth, mild,

and vigorous, too... And Teacher's makes a

hearty highball, with soda, or as you like it

... Made since 1850 by Wm. Teacher & Sons,

Ltd., Glasgow and London.

SOLE AGENTS FOR THE UNITED STATES

Schulz & Co., NEW YORK CITY IMPORTERS SINCE 1914



[illegible]

Thank you very much for the information. I will look up the information you provided.

[illegible][illegible][illegible]

William Ingram (left), Thomas Prater (right) says the Boston police are keeping, unreasonably, locked, out two known—openly black—pastors from a part of the liturgical life of the city.

[illegible][illegible]

I Had a Good Concrete

Go to next page

And it just went down there and the pilot was in black space and looked to take on the second launch above us. I must have been back there for 15 minutes. Mike had grabbed my belt and got up on his hands and knees and we sat together in the middle of the ground. Mike got over on the outside of a white rail and I lay right with the beam and quietly saw I had

and the other two, I was
down in the park and
back the whole block
and went across the
point, their favorite
and then went down by
from 1,100 feet there
and another time up the
side from the spring
up where I was and
and then came to a place
where all began looking
right up again. After
that I went to the
bank and a group of
birds and passed it
by the beautiful one
of Mike but he didn't
than Pete got out
"You know, talking
the time, Pete said
my black pig, Ray,

XUR-I

America's
Heavy Whiskey

PARK & Private
A BLEND OF STYLE
IN NYC OF

[illegible]

My look was not brilliant and pained is accurate. Mike said that after we had not been together for a while, he was not sure if he was still in love with me. After we went back to work Mike said, "We should have gone camping" and he began to cry. I had never seen him cry before. Mike now lives in the house he bought with his father and three kids and I shared, on several occasions, some of my life's struggles. Not mentioning the time we had to leave the house because of the fire, I told him that I was going to go work in the States with the others. There had to be a link up from the country of the others all the way on the way there. When that day came I felt that I

S.



For the E. CLAPTON COOP, BROOKLYN, N.Y.

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100'S - 20 CIGARETTES - 10 CIGARETTES - 10 CIGARETTES

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For generations Park & Tilford Private Stock has been acknowledged as one of the world's best whiskeys. It is the choice of those who drink the whiskey of the nation's aristocrats. PARK & TILFORD Distillers, Incorporated, New York, N. Y.

PARK & TILFORD Private Stock
A BLEND OF STRAIGHT WHISKY
IN RYE OR BOURBON

Friendly Italy beckons this year... to the sunny lands you'll never forget...

THE universal appeal of the 1937 spring calendar with its wide range of variety, color and interest in attracting hosts of enthusiasts from the four corners of the globe to the . . .

Fleur Cup Kite Race in May, amid the beautiful palms and orange blossoms of Sicily. The Thousand Miles Cup in August starting from Naples. Grand Prix de Monaco in September at Milan.

International Horse Shows in May at Rome and Florence, and the magnificent horse-races of Rome, Florence and Milan.

Fete of Horse and Tennis . . . **Yachting, Motor-boating** in Sicily and on the Tyrrhenian. **International Tennis and Golf Tournaments** in **Flower and Musical May**, known and dear to music-lovers the world over, glorified the year by the latest popularity of **Giotto's Sixth Centennial**.

TOURIST CHECKS or LETTERS of CREDIT at \$4.51 per 100 lire on sale at all **BANKS AND TRAVEL AGENCIES** Hotel and Gasoline Coupons Railroad Reductions



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40,000,000
Bottles
can't be wrong in France



In France, food is a delight and eating is an art. So it is only natural that they should have created Byrrh, the marvelous aperitif wine. For it has a building, blending flavor that can bring added zest to the finest food and new cheer to friendly gatherings. Indeed, the fact that as many as 40,000,000 bottles have been consumed in France in one year is quite understandable evidence of its goodness. 40,000,000 bottles can't be wrong in France! So say "Byrrh" to the winter next time you want a pick-me-up at lunch, a lift before dinner, a drink in the evening. He'll bring you a glass of this cheering, dry, stimulating wine. You'll enjoy the spirited flavor of Byrrh.

BYRRH, granular throughout Europe for more than 70 years, is a blended wine, dry, pure, light, delicious, that serves to excite the very highest, mental and vital, of France. It is a stimulating aperitif, beneficial medicinal tonic. They enjoy it glass with wine. At the dinner table, for its tonic and invigorating effect.



Byrrh
(Dry-dry)

says the Frenchman for his favorite aperitif wine

Belle Douches
CHARLES & COMPANY, NEW YORK CITY

England's Smartest Pencil

"YARD-O-LED"
and
"YARDOLETTE"

Pencils of distinguished beauty which bear the sure evidence of workmanship, mechanical perfection and finest choice materials. Made in England by master craftsmen and continuously improved.

"YARD-O-LED"
Medium 24 inch barrel
In Sterling Silver \$5.00
In 14 Kt. Nickel Plated \$2.00

"YARDOLETTE"
Quicker over one inch of lead
In Sterling Silver \$4.25
In 14 Kt. Nickel Plated \$1.50

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NEW YORK, N.Y. 100
SUN THOMPSON CO., INC. 22 Madison Avenue
NEW YORK, N.Y. 100
WATSON & CO. 14 Madison Avenue

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AT THE RITZ TOWER

This room is made for the guest of fortune to relax your tired coffee-shop mind. One to do more than merely pleasant, from your interest. Since the Ritz Tower is a modern, efficient, charming perfect impression. Also, refreshment.



100 10th Avenue, New York, N.Y. 100

"ON Second LOOK
and so very much a treat
for the eye and ear—the
exquisite entertainment
which New York today—"
MALCOLM JOHNSON, Star

DANCING
TO TWO FAMOUS
ORCHESTRAS

250 SEAT ROOM 22
Dinner, Music, Entertainment
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THE WORLD'S MOST FAMOUS THEATRE-RESTAURANT



AMERICA is fast learning how hearty and agreeable Dagger Rum is. If your desire is liquor, you'll like the taste, softness and aromatic fragrance of Dagger Rum. If it's mixing, follow your favorite recipes... but use Dagger Rum. Different? Decidedly delicious!



97 PROOF

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There's a rumor afoot—
THAT, SAY EVERYONE IS
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Quick
USE AT YOUR SIDE AND THE
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WILL MAKE IF YOU WANT
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LETTER AT HAND FOR THE
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Modern high pressure living stresses nerves, burns up energies. But the faster you are the more you need. No Hamlet—the pick-up without a hindrance—in supply makes follow-through power for doing days.

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If's advice against smoking shows that if (for any reason) your clothes receive it—run, don't walk, to nearest phone and call us.

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MEN'S GRILL—504 FIFTH AVENUE

"IT'S THE BEST CORNED BEEF HASH I EVER HAD!"

A royal dish—the way Schrafft's prepares it! Only one man in the country can earn beef to our satisfaction...with just the right amount of corning and just the right color—a nice, rich red. We cook this choice beef until it is tender, trim off the fat around the edges, and chop (not grind!) it into just the right size pieces. Then we chop freshly boiled potatoes into the same size pieces, mix them with the corned beef, season deftly and heat in a pan with good, Irish creamery butter to appetizing perfection. Nu!

A man's dish! Typical of the special dishes for men that appear on the menu in Schrafft's Men's Grills—comfortable, club-like rooms where men meet their friends and business associates at mid-day. No better place to go for luncheon!

15 MEN'S GRILLS IN NEW YORK CITY

SCHRAFFT'S MEN'S GRILLS

43 RESTAURANTS IN NEW YORK, PHILADELPHIA, BOSTON, SYRACUSE, NEWARK



"Nu-Top"

An entirely new and different

SELF-SUPPORTING SOCK

*No gadgets, no garters, no binding
and they DO stay up*

Patented and exclusively

Interwoven

1st the pair 2 pairs 1st &



Herb Lewis, Detroit Red Wing, says:
"I go for Camels in a big way!"

THE lightning-quick camera eye caught Herb Lewis (above, left) in this slashing set-to before the goal. Next split-second he

scored! After the game (right), Herb said: "You bet I enjoy eating. And I'll give Camels credit for helping me enjoy my food. Smoking Camels with my meals and afterwards eases tension. Camels set me right!"

Camel smokers enjoy smoking to the full.

It's Camels for an invigorating "lift" in energy. At mealtimes it's Camels again "for digestion's sake." Thanks to Camel's aid, the flow of the digestive fluids—alkaline digestive fluids—speeds up. A sense of well-being follows. So make it Camels—the live-long day.

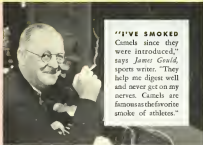
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Camels are made from finer, MORE EXPENSIVE TOBACCOS... Turkish and Domestic... than any other popular brand



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"I'VE SMOKED
 Camels since they were introduced," says James Gould, sports writer. "They help me digest well and never get on my nerves. Camels are famous as the favorite smoke of athletes."



"MY DIGESTION
 keeps on an even keel," says sea-going Chief Engineer, George Backingham. "Smoking Camels at mealtimes and after helps me enjoy any chow and digest it better too."



GLIDER record-holder, Dorothy Holdeman, says: "Gilding is nerve-shattering at times. Wrought up as I may feel, Camels help keep my digestion running smoothly."



"OPERATING THIS
 30-ton crane is no job for a man unless his digestion's O. K.," Peter Gillen says. "That saying, 'For digestion's sake' — smoke Camels struck home with me. I like my Camels."

FOR DIGESTION'S SAKE — SMOKE CAMELS!